

## Message Text

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PAGE 01 ADDIS 13268 071411Z

43

ACTION AF-07

INFO OCT-01 ISO-00 PM-03 AID-05 PRS-01 INR-05 RSC-01 /023 W

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R 071308Z NOV 74

FM AMEMBASSY ADDIS ABABA

TO SECSTATE WASHDC 1782

DOD WASHDC

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DEPT FOR AF/E, PM; ALSO PASS AID

FOL SENT ACTION USIA FROM ADDIS ABABA DTG 061504Z NOV 74 BEING  
REPEATED FOR YOUR INFO:.

QUOTE

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USIAC

E.O. 11652: N/A

SUBJECT: USE OF AGENCY FILMS

1. REPRESENTATIVE OF PROVISIONAL MILITARY COUNCIL (PMC) CALLED  
AT USIS TODAY AND ASKED FOR FILMS THAT COULD BE USED ON ETHIOPIAN  
TELEVISION ILLUSTRATING SUCH THEMES AS LAND REFORM, NATIONAL  
DEVELOPMENT, AGRICULTURAL DEVELOPMENT, ETC.

2. AFTER REVIEWING POST FILM CATALOG, PMC OFFICIAL SELECTED  
"RENDEVOUS WITH DESTINY" AND SAID IT WILL BE SHOWN ON TV THIS  
EVENING. RADIO ETHIOPIA, IN UNUSUAL ANNOUNCEMENT ON AFTER-  
NOON NEWSCAST, INFORMED LISTENERS THAT AMERICAN PROGRAM WILL  
BE BROADCAST TONIGHT AND URGED LISTENERS TO TUNE IN.

3. PMC REP ALSO SELECTED OTHER FILMS FOR FUTURE SHOWING ON TV.

COMMENT:

ALTHOUGH ETHIOPIAN TELEVISION IS REGULAR USER OF USIS FILMS,  
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PAGE 02 ADDIS 13268 071411Z

THIS IS FIRST TIME POST HAS BEEN APPROACHED BY PMC DIRECTLY AND

ASKED FOR ASSISTANCE. THIS IS INTERESTING DEVELOPMENT BECAUSE IN PAST TWO WEEKS ETV HAS USED THREE HOUR-LONG FEATURES DEALING WITH DEVELOPMENT IN SOCIALIST/COMMUNIST STATES -- RUSSIA, TANZANIA AND CUBA. IN DISCUSSING THESE FILMS, PMC REP STATED THEY WERE USED BECAUSE THEY UNDERLINED SPIRIT OF COOPERATION AND SUCCESSFUL MOBILIZATION OF MASSES WHICH IS CURRENTLY NEEDED IN ETHIOPIA. HE EMPHASIZED, HOWEVER, THAT THIS WAS NOT REPEAT NOT INDICATIVE OF PMC'S POLITICAL IDEOLOGY AND THAT WAS REASON HE WAS INTERESTED IN AMERICAN FILMS THAT CONTAIN RELATED THEMES. TO EMPHASIZE HIS POINT, HE INFORMED US THAT FILM ON CUBA CONTAINED LENGTHY ANTI-AMERICAN SEGMENT, WHICH HE SAID WAS CAREFULLY EDITED OUT. REASON THESE FILMS WERE USED, HE STATED, WAS BECAUSE MAJOR PROGRAM CONTENT DEALT WITH PEOPLE WORKING IN COUNTRYSIDE AND THAT THIS WAS PRIMARY OBJECTIVE OF NEW REGIME.

ACTION REQUESTED:

PMC REP SAID THAT ANY FILMS DEALING WITH ABOVE-MENTIONED THEMES WOULD BE USED ON ETHIOPIAN TELEVISION. THIS APPEARS TO BE EXCELLENT OPPORTUNITY TO SHOWCASE U.S. FILMS AND WE, THEREFORE, REQUEST URGENT AND IMMEDIATE IMV ASSISTANCE IN HELPING PROCURE THESE PRODUCTS. FILMS SHOULD NOT REPEAT NOT BE TOO SOPHISTICATED OR TREAT PROJECTS THAT ARE BEYOND SCOPE OF POOR, DEVELOPING SOCIETY. PERHAPS DEPARTMENT OF AGRICULTURE COULD PROVIDE FILMS OF SMALL SCALE FARMING PROJECTS, COOPERATIVES, ETC., THAT WOULD BE APPLICABLE. HEW MIGHT ALSO BE ABLE PROVIDE FILMS DEALING WITH RURAL BUILDING AND EDUCATIONAL PROJECTS THAT MIGHT BE OF INTEREST.

ON MORE SENSITIVE ISSUE, PMC REP SAID GOVERNMENT WOULD BE VERY RECEPTIVE ANY FILMS WE MIGHT HAVE AVAILABLE SHOWING U.S. MILITARY ASSISTING ON DEVELOPMENT PROJECTS. HE SPECIFICALLY ASKED FOR FILM "ABOUT KOREA DEVELOPMENT WITH WHICH WE INTIMATELY ASSOCIATED" AND ASKED IF WE COULD OBTAIN SOMETHING SHOWING HOW THE MILITARY ASSISTED IN REBUILDING OF SOUTH KOREA.

AGENCY MAY NOT WISH TO GET INVOLVED IN MILITARY ASPECT OF THIS PROJECT, BUT WE WOULD APPRECIATE ANY SUGGESTIONS/GUIDANCE IMV CAN PROVIDE IN OBTAINING OTHER FILMS REQUESTED.

PLEASE ADVISE SOONEST, REPEAT SOONEST, ABILITY OBTAIN THESE FILMS AND EARLIEST SHIPPING DATES.

DECONTROL NOVEMBER 6, 1975. LEWIS UNQUOTE.

WYMAN

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PAGE 03 ADDIS 13268 071411Z

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TELEVISION, FILMS, FOREIGN ASSISTANCE  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 07 NOV 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** MartinML  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Office:** ACTION AF  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 2  
**Previous Channel Indicators:** n/a  
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**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** MartinML  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 28 AUG 2002  
**Review Event:**  
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**Review History:** RELEASED <28 AUG 2002 by cunninfx>; APPROVED <26 MAR 2003 by MartinML>  
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**Review Referrals:** n/a  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** USE OF AGENCY FILMS  
**TAGS:** PFOR  
**To:** STATE DOD WASHDC  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005